

advertisement data A, B, C and D stored therein remains unchanged (i.e., are "fixed" data). However, an advertisement selection code S is variable, wherein Fig. 5A illustrates the data structure of a game program having the advertisement selection code  $S_{AC}$  which indicates that advertisement data A and C are selected, and Fig. 5B illustrates the data structure of a game program having the advertisement selection code  $S_{BD}$  which indicates that advertisement data B and D are selected. Thus, the main program M and all of the advertisement data A, B, C and D are fixed data and only the advertisement selection code S is "variable" data.--

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**REMARKS**

In response to the Notice of Non-Compliant Amendment dated March 14, 2002, Applicant presents herein a supplement to the First Preliminary Amendment filed December 6, 2001. This supplement includes both a clean and a marked-up version of amendments to paragraphs of the specification as required in the Notice. A copy of this Notice is included herein. No new matter is added by these amendments.



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Entry of the above amendatory matter and early  
examination on the merits are respectfully requested.

Respectfully submitted,

FROMMER LAWRENCE & HAUG LLP  
Attorneys for Applicant

By: 

Gordon Kessler  
Registration No. 38,511  
Tel. (212) 588-0800



VERSION WITH MARKINGS SHOWING CHANGES MADE

IN THE SPECIFICATION:

Page 1, line 1, please rewrite as follows:

FIELD OF THE INVENTION

Page 1, before line 8, please insert the following  
title:

BACKGROUND OF THE INVENTION

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Page 3, lines 12-21, please rewrite as follows:

In accordance with one embodiment of the present invention, an apparatus and method operate to store a game program in a memory, receive (i.e., download via a transmission line) at predetermined times (e.g., on each new day or each time the game program is executed, or each time the game system is turned on) advertising data that relates to at least one advertisement, store the received advertising data in the memory, execute the game program stored in the memory, and output display data which corresponds to the advertisement data stored in the memory in accordance with the game program.

Page 8, last paragraph, line 22 - page 9, first paragraph, line 10, please rewrite as follows:

Figs. 5A and 5B schematically illustrate the data structure of a game program in accordance with another embodiment of the present invention in which main program M and all of the



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advertisement data A, B, C and D stored therein remains unchanged (i.e., are "fixed" data). However, an advertisement selection code S is variable, wherein Fig. 5[a]A illustrates the data structure of a game program having the advertisement selection code  $S_{AC}$  which indicates that advertisement data A and C are selected, and Fig. 5B illustrates the data structure of a game program having the advertisement selection code  $S_{BD}$  which indicates that advertisement data B and D are selected. Thus, the main program M and all of the advertisement data A, B, C and D are fixed data and only the advertisement selection code S is "variable" data.